



July 24, 2019

SUBJECT**MEDIA BUY FOR FISCAL YEAR 2019–20****Priority Area III: Family Functioning**

Goal: All families have the knowledge, skills, and resources to support their children's optimal development.

Supportive Strategies Section III. A. Children and Families

- Increase public awareness about the importance of investments in young children and families, highlighting that parents are their children's first and most important teachers. The dissemination of information on early brain development and the importance of investments to support children and their families during the earliest months and years of a child's life are primary in this effort.

SUMMARY OF THE ISSUE

Fraser Communications will present a plan for the fiscal year 2019–20 media buy.

Annually, Fraser Communications develops and presents a media plan recommendation for approval by First 5 California staff. The plan includes tested and successful methods of reaching First 5 California's target audience: television, radio, digital, social media, website, outdoor, and print, as well as any new and innovative opportunities that become available and meet the objectives of the campaign.

ATTACHMENTS

None.